





DOWNTOWN CENTER B.I.D.

- 2014 was our 17th year of operation
- Our mission is to keep Downtown Los Angeles
 - SafeCleanVibrantGrowing
- 2014 was the 2nd year of our 4th, 5-year term

Thank you for your support!





CURRENT PROPERTY OWNERS MIX

TYPE	TOTAL ASSESSMENT REVENUE	% OF ASSESSMENT
Commercial Use	\$5,184,928	88.2%
Condos & Lofts	\$228,769	3.9%
Government Use	\$467,357	7.9%

TOTAL

\$5,881,055



NEARLY TRIPLED

Population Growth





Residential Units

11,626₁₉₉₉

33,776 2014

Price of a One Bedroom Condo per square foot



\$168.61₁₉₉₉

\$521₂₀₁₄

DOUBLED

Property Value

\$4.8 billion₁₉₉₉ \$11.08 billion₂₀₁₄

A VIBRANT COMMUNITY

\$98,700 average median household income of residents

75% of residents are between the ages of 23–44

80% of residents have earned a college degree or higher

14.9 million passengers travel through the 7th and Metro station annually

500,000 employees

10 million annual visitors

OPEN FOR BUSINESS

700+

New restaurants, bars, retail, nightlife, and amenities 2008–2014

CONTINUED GROWTH

Hotel Rooms

7,961 CURRENT

INVENTORY

2,164 UNDER CONSTRUCTION

1,469
PIPELINE

Residential Units

33,776 CURRENT INVENTORY

7,408 UNDER

CONSTRUCTION

14,058 PIPELINE





INVESTMENT IN DOWNTOWN LA 1999-2014

PROPERTY TYPE	PROJECT COST TOTAL (billion)
Arts & Entertainment	\$1.2
Civic & Institutional	\$2.6
Commercial	\$.80
Mixed-Use	\$5.7
Residential	\$7.2
Figueroa Corridor	\$1.5
Grand Total	\$19.1



DCBID PROPERTY VALUE INCREASE YEAR | TOTAL ASSESSED | PERCENT +

Percentage increase in value 1997 to 2014 163.25%

YEAR	TOTAL ASSESSED	PERCENT +/-
	DCBID VALUE (billions)	
1997	\$4.2	
1998	\$4.5	6.39%
1999	\$4.8	7.99%
2000	\$5.1	3.87%
2001	\$5.3	4.68%
2002	\$5.5	5.40%
2003	\$5.7	2.60%
2004	\$6.0	6.28%
2005	\$7.0	15.83%
2006	\$7.9	12.14%
2007	\$8.7	0.73%
2008	\$9.3	6.97%
2009	\$9.3	0.26%
2010	\$8.9	-5.09%
2011	\$9.0	2.03%
2012	\$9.2	2.03%
2013	\$10.5	14.8%
2014	\$11	4.78%
		111 🔏 🔡

RESIDENTIAL MARKET OVERVIEW 1999-PRESENT

Number of Projects Built: F42

Number of Units Built: 22,150

Total Number of Units: 33,776

1999 Population: 18,700

2014 Population: 57,757

Occupancy Rate: 95%

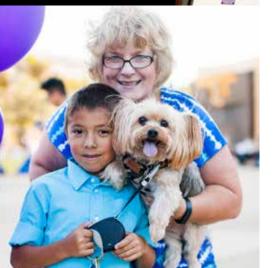
This Downtown residential growth has contributed to the opening of scores of new restaurants, bars, nightlife operators, retailers, and amenities.



THE YEAR IN REVIEW

We continued to play a vital role in the resurgence of Downtown by providing the necessary services that public agencies are no longer able to provide.

- Through our Economic Development programs we recruited several new businesses to the area; in 2014 we recruited and/or facilitated nearly 100 new businesses.
- The Marketing Department promoted hundreds of businesses, events and programs and our continued efforts have helped change the perception of the area.
- Our Operations team ensured that the District continues to be safe and clean. We improved our program with additional training and technical support that enhanced deployment.







ECONOMIC DEVELOPMENT OBJECTIVE

Recruit more office, retail, restaurant, hospitality, and educational tenants to Downtown.





MARKET INFORMATION: ONE STOP SHOP

Hub of market research for Downtown Los Angeles

 Responded to thousands of requests for market information

OUTREACH

- Directly recruited and/or facilitated new busineses and residents
- International Council of Shopping Centers (ICSC)
 Western Division Fall Conference
- Urban Land Institute Fall Conference
- International Downtown Association Fall and Spring Conferences





DCBID HOSTS INVESTOR CONFERENCE

Attended by over 450 developers, investors, brokers, hoteliers, retailers, and others interested in investing in Downtown.

RESULTS

- 4 panels of prestigious leaders in the real estate industry discussing the current and future state of the residential, retail, office, and hospitality markets
- A conversation with Eli Broad, Founder, The Broad Foundations, by Frank Mottek, Anchor and Host, KNX 1070 Newsradio



GET URBAN. GET DOWNTOWN

CREATIVE-TECH OFFICE RECRUITMENT INITIATIVE

GET URBAN Launched in Q1 2015

 A multifaceted office recruitment program that changes perception of DTLA as "Just for Suits"

- Proactive Broker Outreach
- Precisely Targeted Collateral
- Promotional Video
- Monthly Creative Office Space Tours and Tenant Workspace Showcases
- 'On the Road' Panel Series in Surrounding Markets



GET URBAN. GET DOWNTOWN

LAUNCH EVENT AND TOUR

- GET URBAN celebrated its Launch Event and 1st Tour on March 26th
- Tremendous Response and Feedback from Brokers & Tenants
- Hands-on Experience of a variety of Creative Office Environments
- Tour of Urban Environment and Amenities
- Tenant Workplace Showcase at CBRE Headquarters
- April 23rd: Next Tour & Workplace Showcase







COMMERCIAL MARKET

OVERVIEW

OFFICE VACANCY & RENT TRENDS

Total volume of Commercial Real Estate Leased in 2014 increased more than 63% over 2013.

YEAR	DIRECT VACANCY	DIRECT AVERAGE RENT PER SQ FT
2014	19.4%	\$36.48
2013	20.7%	\$36.02
2012	20.0%	\$35.79
2011	18.6%	\$35.67
2010	16.7%	\$35.40
2009	15.3%	\$36.77
2008	12.5%	\$38.64
2007	12.3%	\$36.37
2006	13.8%	\$31.65
2005	11.2%	\$28.05
2004	14.2%	\$26.88
2003	14.4%	\$26.22
2002	15.2%	\$25.53
2001	12.9%	\$24.84



SIGNIFICANT 2014 LEASES

Building	Address	Tenant	Leased Square Feet	Building Class
U.S. Bank Tower	633 W 5th St.	Lewis Brisbois Bisgaard & Smith LLP	215,230	A
The Gas Company Tower	555 W 5th St.	Deloitte	112,028	А
Hill Building	1149 S Hill St	USC School of Social Work	80,047	А
Citigroup Center	444 S Flower St	SEC	57,687	А
Biltmore Court	500-520 S Grand Ave	NationBuilder	54,780	А
Fine Arts Building	811 W 7th St	WeWork	46,542	В
U.S. Bank Tower	633 W 5th St	Barger & Wolen, LLP	40,349	А
The Gas Company Tower	555 W 5th St	JAMS	33,406	А
777 Tower	777 S Figueroa St	CoStar Group, Inc.	17,361	А
Tower Building	1150 S. Olive St	Steelcase Inc.	13,537	Α



SIGNIFICANT COMMERCIAL SALES 2014

SIGNIFICANT COMMERCIAL SALES 2014

ASSET	ADDRESS	BUYER	BUILDING SQ FT	PRICE PER SQ FT
350 Grand	350 S Grand Ave.	CIM Group	1,415,445	\$186.19*
Aon Center	707 Wilshire Blvd.	Shorenstein Properties, LLC	1,110,000	\$241.91
KPMG Center	550 S Hope St.	Morgan Stanley and Co., LLC	590,207	\$406.64
801 Tower	801 S Figueroa St.	Cornerstone Real Estate Advisors	458,570	\$429.60
600 Wilshire	600 Wilshire Blvd.	Onni Real Estate, LLC	311,160	\$250.67
Figueroa Tower	660 S Figueroa St.	JADE Enterprises	283,000	\$282.69
Brunswig Square	360-374 E 2nd St.	Arenda Capital, Inc.	128,588	\$256.63
Commercial Exchange Bldg	416 W 8th St.	The Sydell Group	118,849	\$127.89

^{*}Price per square foot is for a portfolio of several properties included in one transaction



RETAIL, RESTAURANTS, AMENITIES AND NIGHTLIFE

We recruited and/or facilitated a number of new businesses that opened in 2014, including:

NOTABLE RETAIL OPENINGS IN 2014

10e

Ace Hotel

Bar Mitzvah at the Gorbals

Belcampo Meat Co.

Berlin Currywurst at Grand Central Market

Big Sugar Bake Shop

City Tavern

Clark Street Bread at Grand Central Market

Courtyard and Residence Inn LA LIVE

CVS

Earthbar

Faith and Flower

Ford's Filling Station

Gelateria Uli

Guisados

H&M

Jimmy Johns

L.A. Chapter at the Ace Hotel

Le Pain Quotidien

Local Table

McConnell's Ice Cream at Grand Central Market

Mrs. Fish

Olio

at Grand Central Market

Oyster Gourmet

Plan Check Kitchen + Bar

Scoops Chinatown

Seasalt Fish Grill

Tender Greens

The Continental

The Emerson

The Regent

The Springs

United Artists Theatre

Upstairs Bar at Ace Hotel

Walgreens - 5th and Broadway

Wexler's Deli at Grand Central Market

Zara



RESIDENTIAL MARKET OVERVIEW 1999-2014

- 7,400+ Units under Construction
- 14,000+ Units in the Pipeline
- 95% Occupancy Rate





MONTHLY SATURDAY HOUSING BUS TOUR

- Visit 6 residential properties (for rent & for sale)
- Over 10,000 people have attended over the past 10 years, resulting in hundreds of new leases and sales



CONDO SALES 2000-2014

CONDO SALES 2000-2014 PRICE PER SQUARE FOOT

1BR			2BR			3BR			
2014	\$563.23	15.4%	2014	\$556.94	6.1%	2014	\$637.50	-37%	
2013	\$487.89	30.5%	2013	\$525.11	22.0%	2013	\$1,009.69	29.1%	
2012	\$373.78	16.7%	2012	\$430.55	33.0%	2012	\$781.74	86.8%**	
2011	\$320.39	-2.8%	2011	\$323.46	-4.5%	2011	\$418.56	-7.3%	
2010	\$329.58	-3.2%	2010	\$338.54	-2.8%	2010	\$451.62	-5.2%	
2009	\$340.31	-28.4%	2009	\$348.19	-28.3%	2009	\$476.52	-2.9%	
2008	\$475.49	-9.9%	2008	\$485.86	-8.1%	2008	\$490.52	-7.5%	
2007	\$527.54	-5.6%	2007	\$528.86	-5.3%	2007	\$530.52	-8.0%	
2006	\$559.09	20.9%	2006	\$558.66	6.2%	2006	\$576.47	4.1%	
2005	\$462.51	18.8%	2005	\$525.82	19.4%	2005	\$553.95	19.8%	
2004	\$389.29	41.3%	2004	\$440.42	38.3%	2004	\$462.50	40.8%	
2003	\$275.59	25.4%	2003	\$318.36	41.2%	2003	\$328.46	23.4%	
2002	\$219.78	14.8%	2002	\$225.48	13.6%	2002	\$266.18	26.2%	
2001	\$191.44	13.5%	2001	\$198.50	13.7%	2001	\$210.93	20.6%	
2000	\$168.61		2000	\$174.56		2000	\$174.93		

^{**} Increase due to bulk sale of Ritz-Carlton Residences

ECONOMIC DEVELOPMENT 2015 GOALS

- Focus on reducing office vacancy rates through the GET URBAN office initiative.
- Continue to recruit local, regional and national retail with a focus on Broadway between 2nd and 4th.
- Continue to be the #1 source for Downtown LA market research
- Continue to connect with residents through our proprietary Downtown Residential Management Association (DRMA)
- Conduct outreach to businesses and office tenants new to Downtown LA.







MARKETING OBJECTIVE

Develop strong marketing campaigns to attract people from the entire region to Downtown. Promote Downtown as a premier destination to live, work, and play.

DCBID WEBSITE

- DowntownLA.com has become the most comprehensive source of information for Downtown LA
- Added new content and user-friendly features

2014 PERFORMANCE STATISTICS

- 1,485,303 page views
- 536,334 unique visitors
- 44,507 email subscribers (up from 38,400 in 2013)

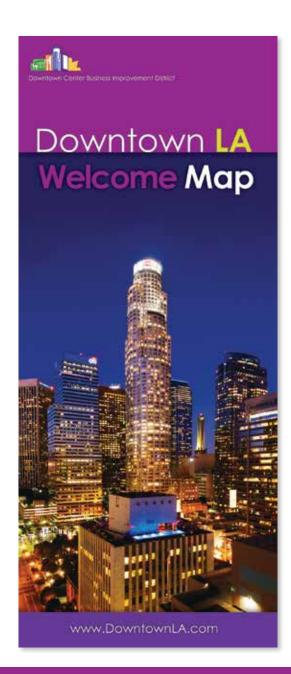


SOCIAL MEDIA

- Utilized Facebook, Twitter and Pinterest to share messaging about Downtown LA events
- Increased Instagram account to 2,100 followers
- Increased Facebook subscribers to 22,000 (+61%) and Twitter followers to 25,000 (+52%)







WELCOME MAPS

- 500,000 copies printed of an updated map
- Features include a DASH Bus Route map



GENERAL DOWNTOWN LA ADVERTISING

MEDIA COVERAGE

 Highlights include The Wall Street Journal, Los Angeles Times, ABC Channel 7, KPCC, KNX 1070 NEWSRADIO, KCRW, iHeart Radio, Los Angeles Downtown News, California Apparel News, and Los Angeles Business Journal.

NEWSLETTERS

- Quarterly Newsletters kept stakeholders informed
- Monthly and Email Newsletters highlight new businesses, events, seasonal marketing campaigns, and exclusive specials





ADVERTISING CAMPAIGNS

VALENTINE'S DAY

 Highlighting the best ways to celebrate the holiday in Downtown, the campaign was one of our most successful yet. For the first time, the campaign focused its efforts on social media marketing, including a 'Share the Love' Facebook photo contest that garnered more than 1,260 views, 933 votes and 208 likes.

SPRING CAMPAIGN

 The DCBID welcomed Spring with our 'Brunch in the City' campaign, highlighting all of the wonderful places to enjoy brunch.

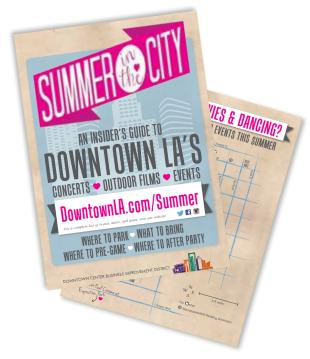


ADVERTISING CAMPAIGNS

SUMMER IN THE CITY

 Highlighted the six major event series and included recommendations for dining, shopping, and entertainment before and after the event





CELEBRATE THE SEASON IN DOWNTOWN LA

 Campaign highlighting Downtown as the most walkable shopping destination complete with festive holiday events, the city's best restaurants and of course, the best deals

DOWNTOWN GUIDES

- 115,500 Welcome maps provided
- 2,842 Welcome bags provided
- 6,361 businesses contacted
- 14,417 directions given







BUILDING COMMUNITY

7TH ANNUAL HALLOWEEN PARTY FOR DOWNTOWN LA KIDS

- Collaboration with FIDM and Ralphs
- Over 1,900 attended
- Features were a bouncy house, puppet show, arts and crafts tables, video game truck, jugglers, and trick-or-treat doors





8TH ANNUAL DOG DAY AFTERNOON

- Attended by 1,000 dogs of various breeds and 1,600 people
- Featured music, pet-related vendor displays, and great food

15TH ANNUAL PUBLIC SAFETY APPRECIATION BBQ

 Acknowledging Downtown's law enforcement and public safety personnel; 1,300 officers and civilians attended at FIGat7th

RESIDENT MIXER SERIES

 All residents in the District were invited to a festive reception at the LA Athletic Club.



MARKETING 2015 GOALS

- Drive traffic to Downtown Center business and events
- Populate DowntownLA.com with compelling content and develop an interactive app.
- Provide visitors with additional street level walk-up resources.



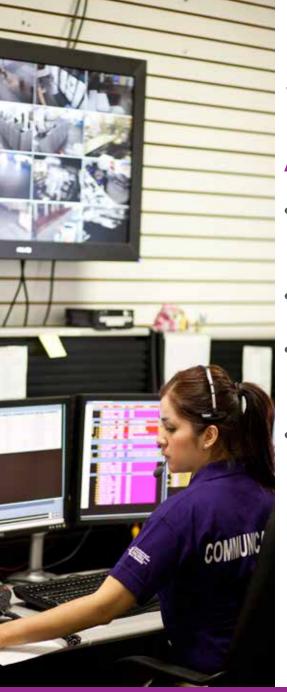




OPERATIONS OBJECTIVE

Focus on continuing to improve safety, cleanliness, and quality of life in Downtown.





SAFETY TEAM 2014 ACCOMPLISHMENTS

- 41,368 individual calls for service, an increase of 16% over 2013
- 135,581 incidents, an increase of 8% over 2013
- Approximately 49 incidents resulted in arrests for misdemeanor or felony crimes
- The DCBID continued to champion strong working relationships with the City and County of Los Angeles.





SAFETY TEAM CROWD CONTROL

- Marches and Rallies
- Marathons
- Art Walk
- Parades
- Special Events





NEW AND IMPROVED SERVICE CENTER

SERVICE CENTER RELOCATES NEXT TO LOS ANGELES ATHLETIC CLUB

- New address:
 640 S. Spring Street
 Los Angeles, 90014
- Home to all of our contracted field service employees and DCBID Operations Staff.



BIG BELLY SOLAR

A CLEANER DOWNTOWN

- DCBID Introduced 'Smart Trash Receptacles" pilot program in December 2014
 - Solar Powered
 - GPS Equipped
 - Usage Meters
- 18 Receptacles focused on 7th Street Corridor
- Monitored Remotely
 - Improves Collection Management
 - Improves Usage
 - Improves Bin Placement
 - Improves Aesthetics
 - Introduces Marketing Opportunities
 - Results in Cleaner Streets
- One Bin features Solar Powered Trash Compactor
 - 5x the Capacity for High Traffic Areas
- DCBID Exploring Expansion Opportunities Throughout District







CLEAN TEAM

The streets of the DCBID are maintained and kept clean by the efforts of our Clean Team. On a daily basis, the members of the team remove graffiti, discard trash, and sweep side walks.

- 73,786 bags of trash removed from over 300 District receptacles
- 1,257 instances of graffiti removed
- 5,554 sidewalk wash downs conducted
- 470+ miles of sidewalks cleaned with mechanical devices





CLEAN TEAM

- \$46,000 spent on trash hauling
- \$65,000 spent on field supplies (trash bags, brooms, carts, etc.)
- 55,120 hours spent on cleaning the District (trash removal, sidewalk cleaning, etc.)



BID A.C.T.I.O.N. TEAM OUTREACH PROGRAM

- Assists the homeless community with a variety of services including providing clothing, blankets, transportation, medical services, and assistance with entry into rehabilitation programs.
- Increased teamwork and partnerships with service providers in order to find new and innovative ways to better assist in outreach and placement.



- Provided services to 506 individuals
- Placed 7 individuals in housing or drug and alcohol rehabilitation programs
- Made contact with 129 new individuals
- Followed up with 3,867 individuals the DCBID had previously contacted

OPERATIONS 2015 GOALS

- Keep Downtown safe and clean
- Expand BigBelly Solar and tree trimming programs
- Increase homeless outreach services



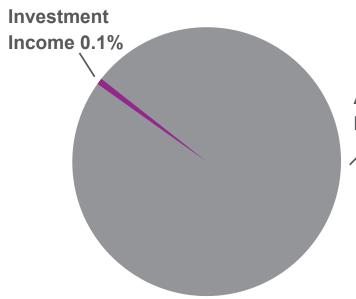


DCBID 2014 REVENUES

REVENUES

Assessment Revenue

\$5,917,954



OTHER INCOME (EXPENSE)

Total Other Income \$4,639
Increase in Net Assets 232,126

Total Net Assets \$1,943,264

Assessment Revenues 99.9%



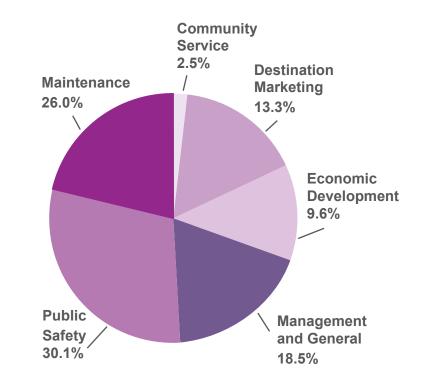
DCBID REVENUES 2014-2013 (COMPARISON)



Assessment Revenues

DCBID 2014 EXPENSES

\$ 1,711,484
1,481,855
139,860
755,064
551,013
1,051,191
\$5,690,467
\$227,487





DCBID PROGRAM EXPENSES 2014-2013 (COMPARISON)

